

Netflix Customer churn prediction

Here's a brief description of each column:

1. User ID: A unique identifier for each user or subscriber.
2. Subscription Type: The type or level of subscription that the user has, such as Basic, Premium, etc.
3. Monthly Revenue: The revenue generated from each user's subscription on a monthly basis.
4. Join Date: The date when the user subscribed or joined the service.
5. Last Payment Date: The date of the user's last payment for their subscription.
6. Country: The country where the user is located or subscribed from.
7. Age: The age of the user.
8. Gender: The gender of the user.
9. Device: The type of device used by the user to access the service, such as mobile, desktop, etc.
10. Plan Duration: The duration of the user's subscription plan, which could be in months or days.

With the information provided in the dataset, there are several potential analyses and tasks that you can perform. Here are some common data analysis and machine learning tasks that can be done with this dataset:

1. **Subscriber Segmentation:** You can use clustering techniques to segment users based on their characteristics such as age, gender, country, subscription type, and monthly revenue. This can help you identify different user groups with similar behaviors and needs.
2. **Churn Prediction:** Predicting customer churn is crucial for subscription-based services. You can use machine learning algorithms to predict

which users are likely to churn based on factors like plan duration, last payment date, and monthly revenue.

3. **Subscription Revenue Analysis:** Analyze the monthly revenue generated from different subscription types and plans to identify which plans are most profitable and popular among users.
4. **User Behavior Analysis:** Explore how user behavior, such as joining date, last payment date, and device usage, relates to their subscription type and plan duration.
5. **Geographic Analysis:** Investigate subscription patterns and revenue across different countries to understand regional variations and tailor marketing strategies accordingly.
6. **Age and Gender Analysis:** Examine how age and gender influence subscription choices and revenue generation.
7. **Retention Analysis:** Study the duration of user subscriptions (plan duration) and identify factors that contribute to longer subscription periods.
8. **Customer Lifetime Value (CLV):** Calculate the CLV for different subscriber segments to understand the long-term value of each customer group.
9. **User Demographics:** Explore the distribution of user age, gender, and other demographics to gain insights into the user base.
10. **Join Date vs. Churn:** Investigate whether there is any correlation between the join date and churn behavior.

Conclusion:

Make use of another column of churn behaviour of every customer